Unfavorable talks are made regularly by some individuals, while local doctors sometimes make such talks.

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SANTA ROSA PRESS-DEMOCRAT
Santa Rosa, California
July 13, 1961

Cigaret Smoking Form of Suicide

HUNTSVILLE, Ala. (UPI)—Cigaret smoking is a "form of suicide," a well-known doctor said last night.

"The only difference is, when you put a bullet in your head it is cheap, quick and comparatively painless," Dr. Alton Ochsner, head of the Ochsner Clinic of New Orleans, said in a civic club speech.

Ochsner said lung cancer was rare 30 years ago and argued that all evidence points toward smoking as a contributing factor in lung cancer.

"If there were one-tenth the evidence that Brooklyn Bridge was unsafe," he said, "it would be closed immediately until a complete check could be made."

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YORK GAZETTE AND DAILY
York, Pennsylvania
November 9, 1960

Unanswered Challenge Strengthens Expert's Cancer-Smoking Conclusions

Baltimore — A medical scientist says that in four years no doctor has met the challenge to show him a single case of lung cancer in which the patient was not a cigaret smoker.

The scientist, Dr. Oscar Auerbach, did large-scale study of lung cancer in relation to cigarets, and his conclusions attracted national attention last December when he reported them to a gathering of the American Medical assiciation.

He appeared here as a speaker at the Northwestern Tuberculosis conference. His comments were reported by the Baltimore Sun.

"I have never seen a case of the two most common types of lung cancer—oat-cell and sequamous-cell caricnoma—in a man who has not smoked," Dr. Auerbach declared.

"During the last four years I have expressed my views at many medical meetings, and I have been challenged frequently by doctors who told me they had cases, or knew of cases, of lung cancer among patients who did not smoke.

"All that I required to certify this claim was a slide of the tissue involved," Dr. Auerbach added. "But even though I have never failed to follow up such a claim, nobody has shown me a case.

"Extended Challenge"

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NEW YORK WORLD TELEGRAM & SUN
New York, New York
August 23. 1960

N.Y. Doctor Links Cancer, Smoking

United Press International.

MELBOURNE, Aug. 23.—Dr E. L. Wynder, of New York City, said today lung cancer could be reduced 80 percent if everyone stopped smoking.

"In the United States alone, 30,000 persons will die this year as a result of lung cancer caused by smoking," Dr. Wynder, who is a member of the staff of New York's Memorial Center for Cancer and Allied Diseases, told the Melbourne Cancer Congress. He said clinical records show the lung-cancer death rate among persons smoking 40 or more cigarettes a day to be 217 per 100,000 compared to only 44 among non-smokers.

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NEW YORK TIMES
New York, New York
February 7, 1961

Ads to Cut Smoking Urged on Cancer Unit

COLUMBUS, Ohio, Feb. 6 (UPI)—A prominent medical professor advocated today that the American Cancer Society conduct a campaign to counteract cigarette advertising.

He indicated he had in mind an advertising campaign by the society to warn "about the cancer hazards of cigarette smoking."

Dr. Morton L. Levin, Professor of Cancer Epidemiology at the Roswell Park Memorial Institute, Buffalo, advanced the suggestion before 700 volunteer leaders of the 1960 cancer crusade meeting here.

"Some money will have to be spent, using mass media in the broadest sense," he said.

"Is it reasonable to expect any great reduction in cigarette smoking, so long as the amount of money spent to advertise and urge cigarette use is almost as great as the total amount spent for all cancer research in this country?" he asked.

PRESS
Bloomsburg,
Pennsylvania
November 30, 1960

Dr. Peoples Speaks On Abstinence Before Parent Study Group

Dr. Samuel S. Peoples spoke on "The Triple Threat — Alcohol, Narcotics and Tobacco," at the meeting of the Bloomsburg Junior-Senior PTA Study Group last evening at the high school.

In his remarks, the speaker emphasized total abstinence, stating "if you don't start these habits, you won't have the problem of stopping them."

Members of the junior varsity basketball squad joined the group to see the American Cancer Society film, "To Smoke or Not to Smoke."

The next meeting of the study group will be January 24.

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Source: https://www.industrydocuments.ucsf.edu/docs/zzmx0000